United Planning Organization (UPO)  
Washington, DC

Mission Statement: Uniting People with Opportunities

Internship Title: Public Relations Intern

On-site Supervisor/Co-educator:
Name: Dionne Clemons  
Title: Communications and Community Engagement Director  
Email: dclemons@upo.org  
Telephone: 202-238-4719  
Mailing Address: 301 Rhode Island Ave, NW Washington DC 20001  
Physical Address (if different):

Additional Contact: Bernardette Ferrell (202) 231-7945 bferrell@upo.org

Duties/Project Description:
- Media outreach and pitching via phone and email;  
- Build and maintain media lists;  
- Utilize company’s social media as an effective public relations tool;  
- Maintain UPO’s social media presence;  
- Create press releases and distribute to different media outlets;  
- Track, measure, and record media messaging and online engagement;  
- Attend community events or meetings with potential partners;  
- Maintain up-to-date, detailed competitor and market analysis;  
- Write and edit unique and engaging content for company blogs, guest blogs and newsletters;  
- Connect with staff members and customers to gain an understanding of UPO’s programs and our goals of fighting poverty as a Community Action Agency;  
- Empower community members to engage in public relations through UPO.

Qualifications: Experience working in a public relations, marketing, or communications shop; Excellent writing, editing, and grammar skills; Experience using many different forms of social media; A passion for the nonprofit industry and a business sensibility; Be able to represent the United Planning Organization in a professional manner; Quick learner, self-motivated, and able to multi-task on many projects simultaneously; Possess great research and critical thinking skills.

Orientation Plan: Site/Welcome Orientation scheduled for June 8, 2015 (9:30am)

Supervision/Mentor Schedule:  
Monday–Friday (9am–5pm)

Non-English language requirement? None

REV: July 2014
**Working Conditions:**
Office Space, Computer, Phone

**Preparation:**
None

*Is the organization accessible via public transportation?* Yes

*Does the internship require use of personal vehicle?* No